

Communication

981-991 Rand, McNally Building
CHICAGO, ILLINOIS

Miss Lucy Stephens,
1300 Clay St.,
~~Lynchburg~~, Va.

P.O. Lynchburg



LEARN
WHILE YOU EARN
JOIN U.S. ARMY





Communication

The Magazine of Spiritual Education

EDITED BY LLOYD KENYON JONES

981-991 Rand, McNally Building, Chicago, Illinois

Personal, from the Editor
of "Communication,"
Chicago, Illinois.

Dear Friend:

Here are some of the treats coming to you in the October number of "Communication:"

In Chicago, there is a family of eight persons who receive mysterious messages written on walls, doors, tapestries, mirrors, slates and paper. Yet they never have sat regularly for development!

There are many spirit photographs--and some are fortified by the production of former photos of some of those appearing in the spirit pictures--giving unquestioned proof of identity and answering away all charges of collusion and fraud!

There are two full-page photographs showing a face that everybody who sees them says is the face of Christ! These photographs were secured under the most rigid test conditions.

In full size, there are five cards upon which independent writings were secured IN THE RECOGNIZED HANDWRITING of those in spirit! The facts accompanying these engravings are so strong that even the most confirmed skeptic will be obliged to admit that "there is something to it!"

There is a two-page article dealing with the "evil spirit" question--and explaining some things which you will be glad to know.

Beth Ben Ali has another story, beautifully illustrated--a story that will interest you more than either of those which have appeared.

"Fronstrom" ends his narrative in a most startling revelation, and foreshadows further revelations, when I shall have heard his voice through the trumpet!

There is a story about a psychometrist and the peculiar facts revealed through an explanation of her gift.

There are other treats--many of them. The October Number will be THE BEST YET!

FRIENDS WISHING TO DO THEIR SHARE OF MISSIONARY WORK MAY REMIT 15 CENTS A COPY THE SAME AS CHURCHES. IF YOU SELL THEM, WE ASK THAT YOU CHARGE THE REGULAR RETAIL PRICE OF 25¢--because it would be harmful to our interests to start price-cutting.

Now that I have given you a brief forecast of what to expect in October, permit me to thank you for the help you have given. It is this help that has made possible the progress that we are recording. It has enabled us to print a sufficient number of copies to supply churches--and to push the sales and subscriptions through church channels.

I have a letter from The First Spiritualist Church of the Soul, Homestead, Pa., stating that the 150 copies of the August number purchased by this church, were sold out in TEN MINUTES!

This church sent us a check for 200 copies of the September number--and is helping secure subscriptions.

By our offering to send copies on consignment (taking back unsold copies), many churches send us orders for 50 to 250 copies each, where they might send orders for only 10 to 25 copies on a cash-in-advance basis.

It takes money to prepare to fill these orders. It takes money to get the orders. And in our infancy (for this magazine is only eight months old!), we need this kind, co-operative assistance. It is necessary. We can not expand without it.

There is a letter here on my desk that I have been holding for some weeks--and I know that you will be glad to have me quote from it.

In the May Number of "Communication," I had an article entitled "Potlatch," based on an Indian custom whereby wealthy Indians distributed their belongings to friends, with the understanding that if the donor passed out, the friends kept the gifts--but if he grew old, they were beholden to return the equivalent of these gifts two-fold, if called upon to do so.

Mr. Ellwood Holcomb of 353 Marquette Ave., Detroit, Mich., says in his letter:

"As you know, of late there has been a great deal of investment literature put out by different corporations. Some very good propositions probably, but a large percentage we know have been of the proverbial bubble nature."

Mr. Holcomb here refers to the proposition set forth in our circulars relative to our bonds. He continues:

"But the nature of the appeals contained in these circulars is what I wish to deal with; and the character of the philosophy as set forth in the various pamphlets, the great majority of which were written by Lloyd Kenyon Jones. It is but natural that having read so many of the explanations and instructions along different topics of a spiritual nature, I should form an opinion as to the writer's integrity."

Mr. Holcomb says that he has found Spiritualists the best to deal with--the most trustworthy--the most likely to live up to their obligations.

"Yes, Potlatch indeed! Here we can lend our idle dollars, as did the chief in the Potlatch story, receiving in return an interest similar to that of the chief. So are our interests secure in the integrity of this organization.

"And in this, the great Potlatch, the third party to benefit, as did the whole tribe in the example shown to us by the red men, is HUMANITY!

"Yes, Humanity--the downtrodden of all the ages--the humanity that the syndicates endeavor to corral into fattened dividends for themselves.

"The Humanity, that the priests and the clergy, down through the corridors of time, have kept in ignorance of the laws of life, that they might exist in luxury!

"This is the Potlatch from which humanity may receive the blessings of the truth --and that the Truth of Life eternal!

"The Potlatch for us to consider is the trust which we, as Spiritualists, have in our co-worker, Mr. Jones; the Potlatch that will benefit all the world through our combined efforts to make this publicity of truth possible!"

Mr. Holcomb has touched the point: It is not a work for one man, or one small group, which we seek to further. It is not a foible--an idle fancy--something here today and gone tomorrow!

Good friend, the hill in front of us is high--and thank God it is high. Many can climb the little hills, but few scale the great heights! And the impetus to our effort is the knowledge that our stock-in-trade is TRUTH, which financial conditions will not destroy, and the changing order will not obliterate.

Those persons who have said that our work is that of personal aggrandizement, and that we are simply a publishing house aiming to make publishing profits for ourselves, are stating untruths. There is something painfully and woefully small about such statements--something unfair. Time, which does its proving unerringly, will prove that we are in this work NOT for ourselves, but for the Cause. We are helping to build the very structures in which these critics are interested. Any fool can fight. Any hothead can create a disturbance. But time will show that each of these persons who has raised his voice in criticism, receives honest and helpful mention in our magazine. Somebody must try to be big

enough to ride above the fretted surface of this troubled opinion, wrangling and jealousy.

Our task, my friend, is not to combat what the orthodox churches say. The disturbance comes not from the public, but from within the ranks of Spiritualism!

Steadily, slowly, trying to do our work honestly and well, we must progress in the face of this misunderstanding--and build with only one object in view: the furtherance of this Truth, and the spread of the gospel of Immortality, and the laws which govern us here and hereafter.

If we keep right on looking only for the GOOD that is being accomplished by all the workers, after a time there will be only good to find.

This work is for Spiritualism--and, as time passes, the truth of this statement will be axiomatic!

So let us keep on building. We can build only by applying business methods. There are two sides to every ledger--a credit side and a debit side. The work that stands, is the work that proceeds along a perfect balance between debits and credits.

Christian Science has built that way. It has injected business methods into its work, and it is the fastest-growing church body in the world today!

The response which I received to my recent letter asking our friends to buy our 6% Bonds, or to lend us money for 3 months, 6 months or a year at 7%, has brought excellent results. I thank every one of our friends who responded. Few notes were for less than a year. That is co-operation--and it aids us in continuing to observe these two sides of the ledger so that our work will grow as a healthy organization must grow, with due respect to income and outgo--with the necessity of care in administration, and with regard for the value of every dollar intrusted to our care.

There are many of our friends who have not responded. There are some who can not. One good lady came up to me at a meeting in Chicago, and said, "Mr. Jones, each year I receive a small amount of interest from a fund that was laid away for my burial expenses. This interest isn't much--only twenty dollars. But this interest is falling due shortly and if you will not be offended, I wish to put it into a Bond."

Offended? Bless her heart! If every one of our subscribers would do just as well, we would be able to build up the most marvelous work in the world!

That is what ails some of our friends. Shall they send only five or ten dollars? They think it isn't enough. Yet, it is all they can do. Others can--and do--send fifty and a hundred and several hundred dollars. That is because it is possible for them to do so--and it is not my place to suggest. All I can say is, whatever you can do will help--and if you feel that the 6% Bonds maturing in 1929, run too long, then let us have the money on a short-term loan basis at 7%.

If you have Liberty or Victory Bonds, send them in, with current coupons removed, and although they sell off several points in the market, that loss, divided over ten years, is small. For every Liberty or Victory Bond you send to us, you will receive one of our Bonds for the same face value.

If you do not wish to buy our Bonds, then how much--now, if possible; later, if necessary--can you lend us on the basis of 7%? A note will be mailed to you right away, and your money will help carry forward a worth-while work; a work in which you will be interested.

Remember, please, that every church organization builds its edifices not wholly with contributed funds, but with borrowed money! And each church gives bazars, fairs, entertainments, in order to raise funds. We sell books and a magazine. What is the difference in the two methods? None that I can see!

Here is the reason we need this financial assistance--and every item in this composite reason is sound: We are too young to have established a bank credit, and banks make loans usually only on a ninety-day basis, leaving us too scant time for the development of this work;

We know that "The Master Key of the Scriptures" will have a big sale, that agents

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can be secured and that book-store orders can be secured;

It has been proved by us that the churches will sell our magazine, on a consignment basis, and that they will sell our books in the same way. That takes capital.

Experiments have proved that there is a news-stand possibility for "Communication," but it takes money to open that channel, because settlements are not made for ninety days--and our own bills fall due before that ninety-day period has passed.

The field is before us. Most of the proving has been done. Let us not find ourselves in the same position as the salesman who secured a five-million-dollar shoe contract during the war, only to find that no shoe factory would fill his orders!

Getting business is one thing; filling orders is another. Most merchandising is done on a credit basis, and credits must be financed.

THE LARGER THE NUMBER OF SPIRITUALISTS HELPING THIS WORK WITH THEIR DOLLARS, THE GREATER THE CONSTRUCTIVE VIBRATION BACK OF THIS WORK. Your well wishes are strongest where your co-operation is greatest!

I do not need your assistance personally. I can make a large income as a commercial writer, because I did sales writing for some of the largest corporations in America. But if I do that work, I can not do this! I am going just as many hours a day as a mortal can work--and am happy to put my lifeblood into this service. But I must be backed by this financial help until we get "Communication" up to fifty thousand circulation monthly!

Our October printing order will be for at least 10,000 copies. Help me push this work, and by January, we will be at the 25,000-mark, and the next Summer we shall have our fifty thousand or more!

We won't need to ask for assistance after that. We can liquidate these notes, put aside a sinking fund for the bonds, and have money for expansion.

You are not saying farewell to your dollars. You are putting them where they will do good work--and where the money will come back to you.

I am not asking you for a donation. I am asking you to SIT IN AND MAKE THESE DREAMS COME TRUE!

There are forms enclosed. And one form is for extra copies of the October Number. Help do your share of missionary work. Remember that we can not afford to send sample copies. We are restricted by Post Office regulations. But your order for extra copies at 15¢ each, will help the work. There isn't a subscriber who can not send for one or two extra copies. Never has anything in print presented stronger documentary proof than the October Number will contain!

How many extra copies of the October Number do you wish?

Can you--will you--send your Liberty or Victory bonds for exchange for our bonds, on the basis of equal face value?

Can you--will you--lend us any money on our 7% notes, for three months, six months, or--preferably--one year?

TRY to help push along this beautiful work!

As "Many Feathers" would say, your answer will mean "heap much" to the success of this work!

Very sincerely yours,

Lloyd Kenyon Jones
Editor

INSTALLMENT BOND SUBSCRIPTION

SPIRITUALISTIC EDUCATIONAL ASSOCIATION

981-991 Rand, McNally Bldg.
CHICAGO, ILLINOIS:

Date: _____

Herewith is my first payment of \$ _____ toward \$ _____ of your 6% Bonds, a like sum to be paid each month until paid in full. I am to receive 6% from this date on the total amount and am to be charged with 6% on deferred payments.

Very truly yours,

Name: _____

Address: _____

(OTHER SIDE FOR CASH-IN-FULL SUBSCRIPTION)

CASH-IN-FULL BOND SUBSCRIPTION

**SPIRITUALISTIC
EDUCATIONAL
ASSOCIATION**

981-991 Rand, McNally Bldg.,
CHICAGO, ILLINOIS:

Date: _____

Herewith is my remittance of \$ _____ in full payment for the same amount in your
6% Bonds.

Very truly yours,

Name: _____

Address: _____

(OTHER SIDE FOR INSTALLMENT SUBSCRIPTION)

A GOOD WILL LOAN FOR THE CONSTRUCTIVE
ASSISTANCE OF A CONTINENT-WIDE WORK

Date -----, 1920.

Dear Mr. Jones:

Yes, I can see that this is a work for Spiritualism as a whole, and I believe that the best results can be obtained by observing and living in harmony with the Law of Compensation. I enclose herewith \$-----for which you are to send me a note due in----- (please state if three or six months or one year) bearing interest from date at the rate of 7% per annum.

Yours co-operatively,

Name -----

Address -----

EVERY SUBSCRIBER OF COMMUNICATION CAN SEND FOR AT LEAST ONE
EXTRA COPY OF THE OCTOBER NUMBER AT 15¢ A COPY FOR RESALE
BOOSTER PURPOSES!

Ask some friend to pay you 25¢ a copy--and that friend will
appreciate our magazine better!

Or--place these copies with local news-dealers to be paid
for at 15¢ when sold--and help us do direct news-stand
business !

Yes, Mr. Jones, I want to help boost circulation, because
"Communication" is worth boosting. Enclosed find _____ for
_____ October copies, at the wholesale price of 15¢ each.
Yours for growth,

Name.....

Address.....

Please add amount to any other order you are sending--or send
money order or 1¢ or 2¢ stamps. Coins are likely to mutilate
the letters! Please send order
at once, because printing order
will be placed this week or
early next week for October run!